

Bishops

WEEKLY

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CX

NEW YORK, JULY 10, 1926

No. 2

Slated for Success!

August

SHOW BOAT by Edna Ferber

X X X

September

HILDEGARDE by KATHLEEN NORRIS
ROMANTIC COMEDIANS by ELLEN GLASGOW
DEBITS AND CREDITS by RUDYARD KIPLING
INTRODUCTION TO SALLY by ELIZABETH

October

TIDES by JULIAN STREET

X
November

CHERRY SQUARE by GRACE S. RICHMOND

X
DOUBLE DAY PAGE & CO

ROMANCE



LISTEN, MOON!

by Leonard Cline

Every one, young and old, will delight in this tale of a meek little Latin Professor who suddenly discovered the pirate in his heart and became the terror of Chesapeake Bay, a kidnapper, a conspirator in an elopement, a defier of the Klan and a hopeless romantic. Told with an abundance of humor and adventure, "Listen, Moon!" has every chance for a large sale.

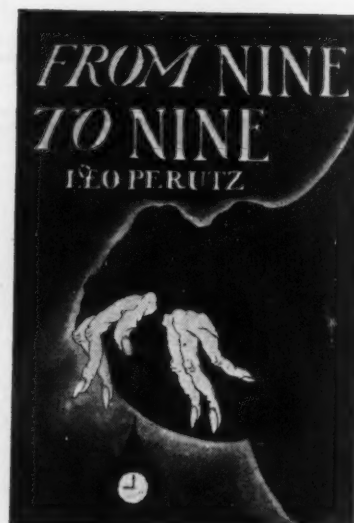
To be published August 7th. \$2.00

MYSTERY

FROM NINE TO NINE

by Leo Perutz

What was the strange mystery which made Demba refuse food when he was starving, shun love when he longed for it, spurn money when he was poverty stricken? What malignant Fate dogged him through a series of almost incredible adventures leaving behind a growing trail of bewilderment? "From Nine to Nine" defies an answer up to the very last paragraph in one of the most mystifying stories ever told. To be published August 7th. \$2.00.



OUTSTANDING FALL BOOKS ON THE VIKING LIST

THE TIME OF MAN

by Elizabeth Madox Roberts

MOHAMMED

by R. F. Dibble

MAIDA'S LITTLE SCHOOL

by Inez Haynes Irwin

POWER

by Lion Feuchtwanger

GAUTIER

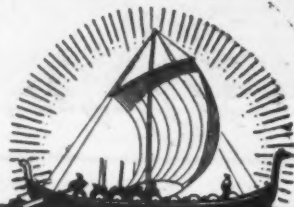
by John Garber Palache

THE TWO SISTERS

by H. E. Bates

THE SECOND BOOK OF NEGRO SPIRITUALS

THE VIKING PRESS
PUBLISHERS



30 IRVING PLACE
NEW YORK

*These "Score High" is the
verdict of the reviewers.
They're going strong and will
win many Summer sales.*

JORGENSEN

by TRISTRAM TUPPER

\$2.00

"A genuine vital piece of work. It is out of such a novel as this that the best literature grows."

—NEW YORK SUN

"A charming romance, written with singular clarity and simplicity. Readers of 'JORGENSEN' cannot fail to enjoy it."

—Henry James Forman in the PHILA. PUBLIC LEDGER

"It is a pleasure to speak a good word for 'JORGENSEN.' Mr. Tupper has written a novel of unusual merits, a novel of sufficient power to make it stand out boldly from the run of contemporary fiction."

—Robert Macdougall in the SATURDAY REVIEW OF LITERATURE

Juliet is Twenty

by JANE ABBOTT

\$2.00

"A diverting book. It is fresh, simple; its heroine is appealing, it moves with lightness and ease. Romance—clean and gay."

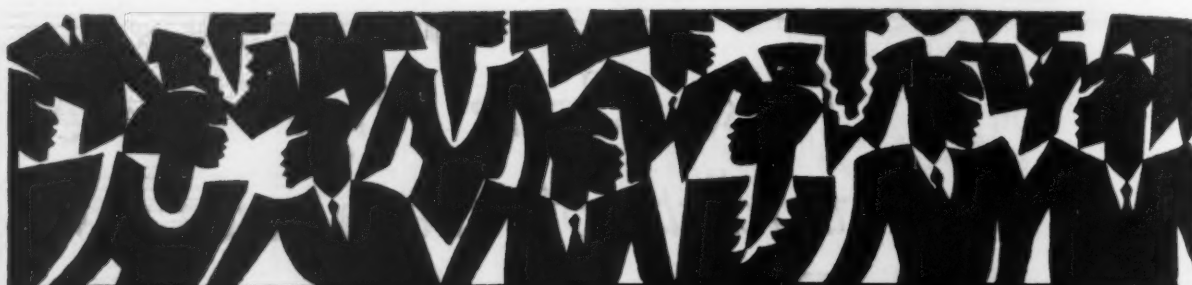
—HERALD-TRIBUNE, NEW YORK

"Life and vigor of Juliet's is in every incident, and her unusual quirks and novel ideas and attitudes build up a real personality. You'll like her."

—EVENING POST, CHICAGO


J. B. LIPPINCOTT COMPANY—Philadelphia—London

The Copp Clark Co., Limited, Toronto, Trade Agents for Canada



NIGGER HEAVEN

BY CARL VAN VECHTEN



Everyone who has read
Van Vechten will want
this book. And the wise
bookseller knows that
these will not be his only
customers.

*For literature sells its
thousands—but curiosity
its ten thousands.*

Out August 20th

Are you prepared?

\$2.50 net

ALFRED A. KNOPF
730 Fifth Ave., New York



For One Reason or Another—

if

There are many who
like to laugh, to learn,
and to read great
literature ¹

if

People can often get
more pleasure from
reading of strange lands
than from visiting
them ²

if

A good detective story
is always liked, and
one by a master is
always in demand ³

if

Serious Americans are
interested in powerful
movements for the
peace of the world ⁴

if

Newspaper space and
magazine articles
devoted to a subject
indicate a general
interest in it ⁵

if

When the life of the
very modern artist is
fully described, both
the curious and the
knowing will read it ⁶

Then You Should Sell:

- 1 EVENINGS ON A FARM
NEAR DIKANKA
by Nikolay Gogol \$2.50
- 2 CONCERNING CORSICA
by René Juta \$3.00
- 3 THE GREAT BRIGH-
TON MYSTERY
by J. S. Fletcher \$2.00

- 4 PAN-EUROPE
by R. N. Coudenhove-
Kalergi \$2.50
- 5 CRIME AND THE
CRIMINAL
by Philip A. Parsons \$3.00
- 6 TARR
by Wyndham Lewis \$2.50

From JULY 16th on

Alfred A. Knopf

730 Fifth Avenue

New York



SIX BEST SELLERS

SALES and advertising staffs agreed upon them as the likeliest six on our very likely Fall list—and we venture to prophesy further that several of them will be there when the Fall best seller lists are compiled.

CREWE TRAIN

by Rose Macaulay

\$2.50

♦♦♦♦♦

WEDLOCK

by Jacob Wassermann

Author of

THE WORLD'S ILLUSION

Translated by

Ludwig Lewisohn

\$2.50

♦♦♦♦♦

REVELRY

by

Samuel Hopkins Adams

\$2.00

♦♦♦♦♦

THE HARD BOILED VIRGIN

by Frances Newman

Author of

THE SHORT STORY'S
MUTATIONS

\$2.50

♦♦♦♦♦

SWEEPINGS

The Story of The Pardways

by Lester Cohen

\$2.50

♦♦♦♦♦

SUMMER BACHELORS

by Warner Fabian

\$2.00

(4) A Contemporary Historical Novel - - -

Some time after the publication of REVELRY newspapers throughout the country will carry exciting tidings from their Washington correspondents, about the stir caused by the book.

The sympathy and restraint with which the principal character is portrayed will give the reader an understanding of one of the strangest and most tragic figures in our national life, a man who found the seat of the mighty an inescapable trap.

There is a purpose and an effect here larger than any portraying of individuals. It is a depiction of American politics in their most secret and intimate motivation and the personification attained in it is a triumph of character drawing, a marvelous insight into the American mind.

REVELRY is this year's big novel, and probably one of the big novels of our time.

REVELRY

by Samuel Hopkins Adams

Author of SIEGE



BONI & LIVERIGHT, New York

GOOD BOOKS

PHILADELPHIA

*A New and Interesting Book on the Most
Famous of American Cities*

By HORACE M. LIPPINCOTT with many illustrations
by Thornton Oakley

Horace Mather Lippincott is a Philadelphian, an historian steeped in the traditions of his city. He is a member of the Philadelphia Historical Society and has written many books on Philadelphia, and the institutions of the city.



Thornton Oakley is one of the most widely known artists in America. He was a pupil of Howard Pyle. His work won a medal at the Panama Exposition and the water color prize at the Academy of Fine Arts.



William Penn's House
Built 1682-Removed, 1883,
from Letitia Street to Fairmount Park

An authentic and charming book, brisk, fresh as a novel.

Mr. Lippincott has caught the unique characteristics of Philadelphia; the individual flavour that makes it different from any other American city. The book is a valuable source of historical data and an entertaining account of the foibles, loves and lives of the famous people who gave Philadelphia its peculiar charm. The illustrations alone are a splendid addition to Americana.

Bound in boards. Decorated end papers and title page, with many full page illustrations.

Royal octavo

Price \$2.50

Macrae · Smith · Company - Publishers - Philadelphia

The ROGUES' BOOKSHELF



Edited by ERNEST BRENNECKE, Jr.

NEW TITLES

The Road

BY JACK LONDON. *Intro. by Glen Mullin.*

The astounding exploits of a modern hobo—"A blowed-in-the-glass stiff"—off and on trains, in and out of jail—presented as a true story by the most red-blooded of American authors. \$2.00 July

Moll Flanders

BY DANIEL DEFOE. *Intro. by G. H. Maynadier. Maynadier.*

Outside of *Robinson Crusoe*, this book is the supreme achievement of the greatest English realist. Here is the female rogue—and her moral story touches every variety of 18th Century vice and rascaldom. \$2.50 July

Barry Lyndon

BY WILLIAM MAKEPEACE THACKERAY. *Intro. by Joseph Wood Krutch.*

The rise and fall of an incomparable trickster who brings the nobility of Ireland, Germany and England to his feet. \$2.00 September

A Rogue's Life

BY WILKIE COLLINS. *Intro. by F. W. Chandler.*

Collins here shows the rascal adding love and matrimony to the crimes of art-faking and counterfeiting. \$2.00 September

Hajji Baba of Ispahan

BY JAMES MORIER. *Intro. by Samuel C. Chew.*

With a sly grimace, the super rogue invades the Orient, and in this famous tale proves that he can thrive on his wits even among mosques, bazaars, caravans and harems. This volume is a reproduction of the beautiful Lawrence and Bullen Edition, profusely illustrated with drawings by the author and Oriental pictures from the famous Dr. Wills' collection. \$3.50 October

PRESS COMMENTS

Brooklyn Eagle: The Rogues' Bookshelf is beautifully printed, with clear, large type and a cavalier disregard of the prevailing market. It restores color to a drab year's booklist . . . They don't come any better than these perfect examples of knavery. Read them, unless you want to cheat yourself out of as satisfying a literary enjoyment as can be imagined.

The Nation: Both the editors and the titles as announced are a guaranty that the library will be varied in what it offers and expertly attended as it appears. *** This is a superb beginning.

N. Y. Times: This is one of the most appetizing (both in format and content) of series concerned with this type of letters.*** A collection of masterpieces that time has approved.

N. Y. World: If Dr. A. A. Brill is right, we must read of roguery that we may find in it a vicarious liberation for the unlawful instincts we possess, but fear to indulge. There is a better way. It consists in reading of the ROGUES' BOOKSHELF.

N. Y. Sun: Rarely does a series of reprints begin so amazingly well.*** And strange to say, the introductions are uniformly excellent.

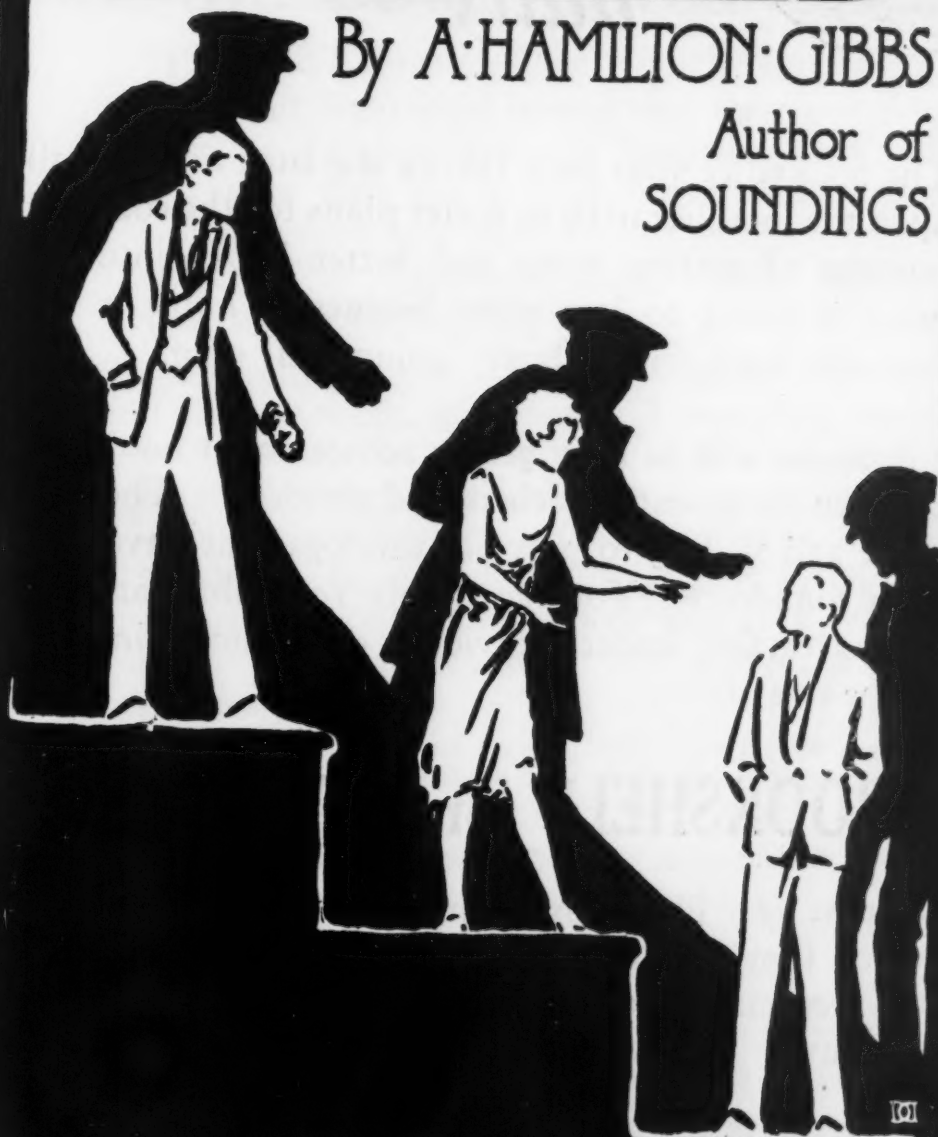
Minneapolis Tribune: The books are perfect.



LABELS

By A. HAMILTON GIBBS

Author of
SOUNDINGS



Q There is sure to be an immediate nation-wide demand for this new novel by the author of *SOUNDINGS* (the best selling novel of 1925). In *LABELS* Major Gibbs again proves his ability as a novelist of wide vision and brilliant style.

Coming September 10. \$2.00

Boston

LITTLE, BROWN & COMPANY

Publishers



*"We are sending
you customers
daily"*

The bookseller who isn't taking the time now to call upon the local librarian to foster plans for the common purpose of getting more and better books into the home is going to lose some business. *Later* is too late—for both will be busy "going their own."

Librarians will be busy giving advice about books for children to parents, teachers and children. They are eager and willing to pass out catalogs that have won their confidence. You can supply your librarian with such a catalog under individual or common imprint in the case of—

The BOOKSHELF for BOYS and GIRLS

In past year librarians in hundreds of cities have devoted time and money to giving out this list with the recommendation that "These are the books to buy."

Ask your librarian

RATES

100 copies	\$6.00
500 "	25.00
1000 "	45.00
Including imprint	

More attractive than ever before—author and title index—parents and children will welcome THE BOOKSHELF and it is so inexpensive—both to buy and to mail—that you can afford to give it out liberally.

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DORAN BOOKS

FRATERNITY ROW

by Lynn and Lois Montross

The Montrosses have brought to this new volume the same humor, the same zest and jazz-age understanding, which made "Town and Gown" so successful.

A student at a great co-educational university dominates these unique adventures in laughter and passionate seriousness. His pals, his escapades, his love affairs, combine into a most delightful series of stories.

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A unique and delightful combination of love, legend and adventure on an island in the English Channel during the war.

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THE LOOM OF THE FOOL by Austin MacLeod

The remarkable novel of a man "born to be the prey of good women," written by a famous American author who adopts a pseudonym for this one tale.

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THE BLACK GLOVE

by J. G. Sarasin

A fiery swaggering romance of the days of the Restoration. An unusual humor and robustness characterizes this satisfying novel.

\$2.00

THE MAD BUSMAN

by I. A. R. Wylie

A volume of short stories by the author of "Black Harvest," etc., which present a lighter side and a charming turn to this famous writer's fancy.

\$2.00

SEPIA

by Owen Rutter

The Borneo jungle—a lonely, heat-mad white man—a native wife. It is "the custom of the country." But what of love and marriage with one's own kind, afterward? This is a novel that men and women will talk about, a novel of the East of today.

\$2.00

DORAN BOOKS

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK TRADE JOURNAL.

NEW YORK, JULY 10, 1926



Seasonable Summer Book Display

Ernest A. Dench

IT is difficult to reduce show window display to a formula. A bookstore policy in this important publicity medium may be right or wrong; or the proprietor and his manager, holding widely divergent views on the subject, may both be right.

The owner and manager of a flourishing bookshop in an Eastern city, for a long time were at daggers' points and the owner, rather than have his very capable manager resign, agreed to test out their separate theories.

It was last summer when the proprietor, whom we will call "Stone," put in his complete book display of the "bread and butter" kind—the kind, you know, in which there are books for varied tastes, and distributed in neat array about the floor and shelves.

To be fair, Stone had Wheatly, the manager, judge his display, and vice versa.

After Stone's display was in, Wheatly parked himself across the street at ten minute sessions at the following times: 1. The going-to-work crowd. 2. At 10:30. 3. The lunch hour swarms. 4. At 3:30. 5. The returning-from-work crowd. 6. The after-theater throngs.

Wheatly had a pad, with a line drawn down the middle. These two divisions were resting places for dots, jotted down according to the number of people who either "Stopped" or "Did Not Stop." The "Stopped" percentage was 7%.

A week later, when Stone's trim was removed, Wheatly did his "stuff" and a charming vacation setting for seasonable books was revealed.

Stone performed the notebook stunt that day during the same ten minute periods, and the "Stopped" figures jumped to 28%. Stone had to admit that a "Stopped" increase of 21% was very satisfactory, but,

being hard-boiled, waited a few days to notice any appreciable increase in sales. These, too, increased in proportion.

Rich in Human Interest

Human interest was "planted" in several realistic ways by the Glass Block Store, Duluth, Minnesota. Display Manager Harold A. Grinden employed all the wiles of his craft. To begin with, there was a painted backdrop, flanked by genuine hemlock saplings at either side of a lake nestling among picturesque mountains. Then came the wax figures, of which there were three. One young woman in middie blouse, knickers and gold golf hose, sat on a camp stool at the right rear end, reading a book of fiction. Another young woman in camp attire was reclining on the grass near the left rear end. She, too, had a book open on her lap. Close by a young man in sport toggery was busy fixing a hammock into position.

Neat little groups of current fiction were in evidence about the imitation grass floor, while a showcard at the left foreground offered—

"Books for Vacation and Summer Reading. Take along a book to your week-end hostess. (She may invite you again)."

Natural Surroundings

Jackson's, Bremerton, Washington, managed to dispense with the painted background, by banking the rear and sides with large spruce and pine boughs, with rocks distributed with studied carelessness about the mossy floor. By the aid of a water pumping device, fresh stream water trickled over one of the largest rocks. This part of the floor had a shallow zinc tank and tray, concealed by the moss over it. Here and there were photographs of beauty spots in the vicinity, with auto maps as helpful guides to the same. Recent titles in fiction were also offered for making the vacation more enjoyable.

At the Seashore

Woodard-Clarke's, Portland, Oregon, took a middle course between the painted background route and the "props" of nature. The clear blue sky was conveyed by blue cloth of a chiffon-like texture, across the upper part of the background. Below

came a narrow set piece of waves roaring over the surf, while jutting out from either side of the background were painted rocks. In this trim, which was floored with genuine beach sand, a large kewpie doll was relaxing under the protecting wing of a beach umbrella. The doll wore a bathing suit and cap, and was very much engrossed in a popular novel, with an opened box of chocolates at her elbow.

A Bon Voyage Book Drive

This, too, is the Bon Voyage season, when people are swarming to Europe; when, too, those self-same folk will polish up their knowledge of foreign languages and also read travel and guide books pertaining to the countries visited.

As a starter we suggest the purchase of an adequate supply of the Bon Voyage bands, which may be obtained from the National Association of Book Publishers for the modest sum of 50c. per 100. Their striking green appearance will tone up a summer trim, for green is a cool color and suggests a number of pleasing color combinations.

The trim devised by Lowenstein's, Memphis, Tenn., concentrated on imported books, not only guide books in English, but also those in foreign languages. "Exposition of Our Own Direct Imports" ran a circular-shaped showcard at the rear center. The card, flanked above by a large American flag, was surrounded by smaller flags of the European nations represented in the literature selections.

The rolling waves effect was most ingeniously reproduced by billows and billows of ocean blue chiffon, with several toy steamers cruising along. Along the beveled edge came the assortment of timely books needed by travelers to foreign lands.

We know one store in a large city which takes orders to be despatched to Atlantic ports to catch outgoing steamers, a service by which voyagers can be most agreeably surprised by their stay-at-home friends and relatives. The book and magazine selections range in price from \$2.50 to \$10.00.

Aside from a showcard dwelling upon the service, and groups of books and magazines at \$2.50, \$5.00, \$7.50 and \$10.00 (which can be varied according to per-

sonal inclinations and tastes), there is also a complete list of sailings from Atlantic ports, to refreshen the memory of those who have friends leaving for overseas.

A Study in Butterflies

Books on butterflies, and other nature study subjects, including of course wild flowers, are also good sellers to nature lovers, if well displayed. A Middle West store halted passersby with an especially realistic butterfly setting. Paper butterflies in gay colors were suspended at irregular heights from the ceiling by pink threads. Each thread length was caught between two paper butterfly bodies, allowing the wings to curl back in both directions. With a concealed electric fan on the job, an illusion of the butterflies fluttering about in midair was conveyed.

The floor was cared for with artificial grass mats, studded with lawn daisies, with nature study books distributed with studied carelessness.

When, too, at night, the pink shaded window lights were switched on, the scene was very fairlylike in all its aspects.

Choice of "Props"

As we have endeavored to convey, the summer atmosphere does not necessarily involve the use of costly props. Those called for can be home-made by anybody in your store possessing a little decorative skill, which probably finds expression in your party goods department.

The one example we have quoted, where wax figures are mentioned, offers two alternative plans: 1. If the window is big enough, the wax figures, appropriately clad, will be gladly loaned by a local women's specialty shop in return for the customary showcard courtesy. 2. The setting can be reproduced in miniature, with everything on a proportionate scale, and kewpie dolls in lieu of the full sized figures.

A College Book Club

Laurestein L. Foster

THE common criterion of success in any business is financial. With the college bookshop, however, there are other factors following so closely upon the heels of this as almost to obscure it. Besides balancing its accounts, the college bookshop must have at its fingertips an incredible accumulation of information and advice, such for instance as the relative merits of innumerable editions; it must be prepared to trace rare books; to locate books that are for the time being out of print; to coöperate in any piece of research which the college may be carrying on; and, this last is important, it must early resign itself to rushing orders for absent-minded professors—and students. All this must be accomplished with calm, pleasing efficiency, and in an atmosphere which relegates the ring of the cash register to mere incidental sound. In the light of this latter consideration it is always wise to mark books with their prices instead of leaving the matter to inquiry, because the individual then en-

joys greater independence in rendering decisions, a feeling which it is well to encourage. In the best regulated bookshops the customer, not the clerk, makes the advances.

If a bookshop fulfills these duties one must indeed accord it praise. Nevertheless, there is yet another qualification, one which I consider is yearly becoming more and more vital. The ideal college bookshop is a place where one goes to browse, and from which one comes away bearing the fruits of discovery. The freshman at first buys merely for information, and at the dictates of a professor; the senior should emerge from college the book collector of the future. Whether he does or not depends mostly upon the shop. Training people to collect a library intelligently is no minor task.

About three years ago, a small group of Smith College students with a growing consciousness of their ignorance concerning the inner aspects of the book world, ap-

proached the manager of the Hampshire Bookshop, Marion E. Dodd, with the suggestion that she direct their investigations, meeting them for an hour each week, and giving lectures every now and then, as occasion demanded, upon the subjects of their inquiry. At the time Miss Dodd was very busy and found it impossible to comply with the request. She did, however, offer valuable advice and the group maintained its interest. As time went on the importance of the proposition became more and more evident to Miss Dodd, and the following winter, that of 1925, when the same group, strengthened by recruits, again asked for her coöperation, she consented. So a small club, which even yet has acquired no formal designation for itself, was formed, meeting each week in Miss Dodd's office. That first season the discussions had no pre-arranged order, being allowed to follow the temperamental dictates of immediate interest. In spite of this lack, at the end of the year the experiment had turned out to be such a decided success that plans were made for 1926.

The matters discussed and investigated by this group may be gathered perhaps under one general heading, the arts of the book. Such topics were included as printing, binding, illustrating (all considered from a commercial as well as an historical point of view, in order to understand the problems confronting the modern publisher), the relation between content and format, and the problem of editions. There have also been interesting discussions about copyright, censorship, book auctions and special problems in bookselling.

Because of the limited accommodations afforded by Miss Dodd's office, membership in the club was limited to twenty-five, which in a way is fortunate, for there are recognized advantages in working in a small group. The time devoted to these investigations has been very short, really serving more as a starting point from which to pursue individual interests than as something in itself. When one is in college in this country today there is little time left from the rush of organized work and play to devote to hobbies. For this reason as well as for the additional one that under the present arrangement a number of people are not able to avail them-

selves of the opportunity offered by the club, it was suggested that the idea be formalized into a regular course of instruction and incorporated into the college curriculum. This was received by the club as an excellent suggestion, and recently when the Smith faculty submitted to the student body questionnaires which sought opinions in regard to the curriculum, numerous requests for such a course were returned to the office. The institutions offering such a course at present are Harvard and Yale Universities and Dartmouth College. To quote George H. Sargent, in an article which appeared in *Publishers' Weekly* in March 21, 1925, the Harvard course is based upon three fundamental divisions: "First, a fairly thoro understanding of the whole course of procedure from the preparation of the manuscript, the decision as to style and details, composition, proof-reading and press-work to binding, and even to marketing, with an explanation (so far as anybody can tell) of the reasons why some books sell well and others do not; Secondly, the consideration of books before the invention of printing, the invention and its spread, the historical aspects of book production and the development of the modern type and format and the business of book making from the work of Jenson, Aldus and the Elzivirs; Thirdly, the study of the refinement of printing in our day—William Morris to Essex House, Bodoni to Doves, Strawberry Hill to Ashendene, Chiswick to Merrymount, Tory to Rogers."

Such a course is indeed admirable and the Smith students had it in mind when they made their suggestion. Personally, I should regret the institution of such a course if it carried with it, as it undoubtedly would, cessation of the present relation with the Bookshop. There is a delight and an intimacy in the informal pursuit of spontaneous interests which the class room almost inevitably dispels. That there is possibility of improvement over the present situation I am quite willing to admit, but it seems to me that it should come thru the Bookshop and not thru the College officially. I consider such work as this a very specialized branch of college bookshop activities, and as such it performs an invaluable service.

Something that Goes with a Book

Keeping in Mind Things That Go Together, Practice of Leading Merchandisers

A. A. Shields

THINGS THAT GO TOGETHER



A taste for books and a taste of a handy box of Fannie May's wonderful home-made candies will make any evening enjoyable. They're fresh today — and every day.

A CHICAGO INSTITUTION

Fannie May's
Home made Candies

70¢/lb



Always Sold From
Dainty Ribboned Baskets

Fannie May's wonderful home-made Candies are made fresh today — and every day by Fannie May and sold only by Fannie May at a serving to you through 29 Fannie May Shops — all over Chicago. If you want Fannie May quality, you must buy from Fannie May. There's a Fannie May Candy Shop near you.

KEITH PRESTON, new editor of the book page of the Chicago *Daily News*, was inspired by this paragraph from the *Publishers' Weekly*:

"The bride will need books to go with the book ends others are certain to send her."

His comment was:

"She may never read with much relish—
Few do in the young married set—
But a bride needs a book to embellish
The book ends she's certain to get.
Somebody is bound to give book ends,
One present that can't fail to please,
And it's safe to assume that a book lends
A touch of distinction to these."

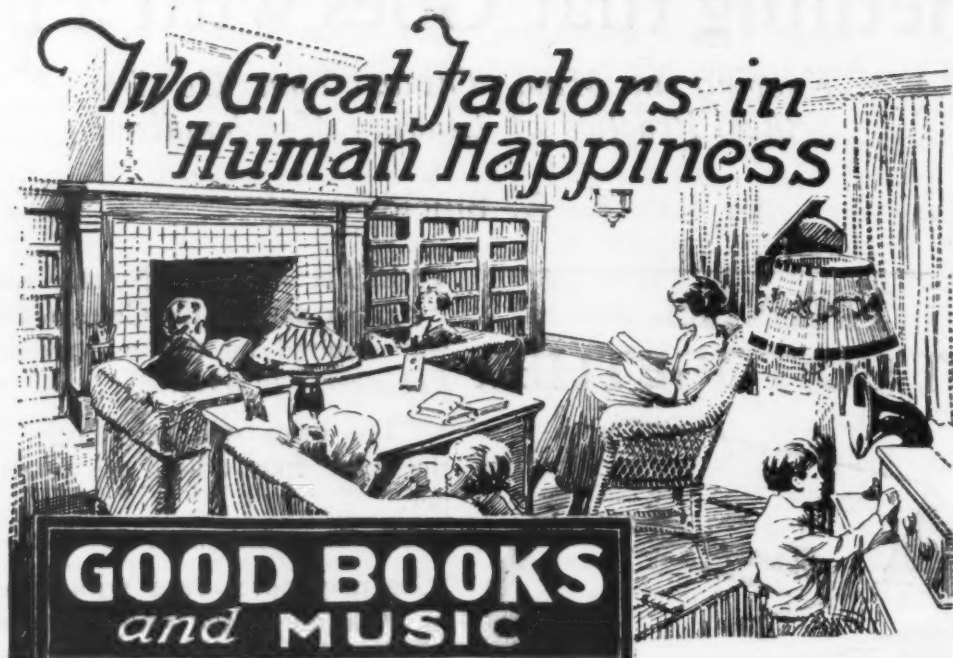
This reminds one of the old joke about the newly rich who ordered their libraries stocked with bindings to match the wood-work or hangings.

But it overlooks a strong trait of human nature—a trait which is an excellent omen for the booktrade. Grant that books may be purchased for the book ends for purely ornamental purposes. However, it must be remembered that these books will not be on shelves locked behind glass doors, or high above the heads of people. They are out where they invite a casual inspection. Not an hour ago, in a small confectionery, I heard two women:

"Oh, did you read that, too? I just picked it up and got started—"

"So did I; I got interested in it—"

Book ends in the home will mean more books. More books will mean more exposure to starting a particular book. As to what it will eventually mean to the booktrade any work on the formation of habits may be consulted. If every sale of reading lamps could be traced down, very likely it would be found that many purchased for ornamental purposes have fostered the habit of more reading in the home.



Lamar and Barton, Nashville, Tenn., used this illustration with a page of copy in the "Bookman" to advertise books. The copy read: "Families who are fond of good reading and music constitute the reliable citizenship of the nation—the salt of the earth."

Promoting the sale of anything that goes with books will help the booktrade in the long run.

"Things That Go Together" was the caption of an advertisement illustrated by a book and a box of candy. It was run by the Fannie May chain of twenty-nine shops in Chicago. The copy began, "A taste for books and a taste of a handy box of Fannie May's wonderful home-made candies will make any evening enjoyable."

Books and candy were advertised together by the Julia King group of stores in Chicago, under the heading of "best sellers."

This idea of "things that go together" is kept to the front in advertising of Marshall Field & Company of Chicago. For example, furniture is made to suggest books in this manner:

"Domesticity, like husbands, is a cultivated taste for some. But any husband will cultivate domesticity eagerly with a reading table beside the most comfortable chair in the house, the scene staged in front of an open fire. Walnut reading table \$——"

Again, the "go together" idea is apparent when in advertising sport togs, the books that are appropriate are given a conspicuous place in the layout.

More and more book ends are going to be sold. So are more tables with book troughs. Study the advertising of the big furniture chains and individual stores that cater to the popular-priced market and notice how often the things that go with books are featured.

No, they are not good-selling merchandise because people have awakened to the need of receptacles for their books. It's really the other way round. Furniture like that is "the thing." The movies and the household hints in the daily papers are educating the people—or rather the women—about them.

Nevertheless they are great factors in exposing people to the idea of buying books. And books "at hand" are likely to be read, provided the bookseller has used a proper degree of caution in suggesting purchases to the people in the home that he would like to make a more or less regular customer.

MARSHALL FIELD & COMPANY

CLOTHES TAKE A SPORTING TURN

BY these tokens you know it's summer! Every hour of the day outdoors being planned for; everybody considering good form in sports clothes whether they are to be worn in the game or on the side-lines of some such gay event as the Derby next Saturday. You'll find it an excellent rule to follow the seasoned player in choosing your Sports things—that we have done so in our well equipped sports wear section you will note in our Suzanne Lenglen tennis frock, for instance, and in other models as confident of their "rightness." In apparel, accessories and equipment, our selections are complete.

Women's and Misses' Sports Wear, Sixth Floor, Truck, Store

TOGS one NEEDS

Riding Habits of linen, sleeveless, \$11; of wool, \$17.50 to \$125.
Tennis Frocks, \$22.50 up.
Sports Frocks of silk, rayon, jersey, \$18.75 up.
Fencing Outfit, \$27.50.
Sports Apparel, Sixth Floor.
Tailored Blouses, \$2.50 to \$11.
Sash Flats.
Riding Hats, \$7.50 to \$25.
Deauville Beach Hats, 95c up.
Tennis Vests, 95c up.
Fifth Floor.
Riding Boots, \$25.
Fishing Boots, \$12.50, \$19.50.
Golf Outfitters, \$11.50, \$12.50.
Tennis Shoes, \$2.10, Deauville Tennis Shoes, \$11.50, \$12.50.
Straw Beach Slippers, \$1.
Fourth Floor

BOOKS on SPORTS

Picture Analysis of Golf Strokes, James M. Barnes, \$6.50.
Chick Evans' Golf Book, Charles Evans, Jr., \$1.50.
Common Sense Golf Tips, Gene Sarazen, \$1.
Modern Tennis, P. A. Vailie, \$2.
Lawn Tennis, Suzanne Lenglen, \$2.
Breaking and Riding, James Filling, \$7.50.
Modern Polo, E. D. Miller, \$8.
The Book of Sports and Games, Walter Camp, \$2.
The Diving and Swimming Book, G. H. Coran, \$1.
How to Swim, Capt. Davis Dalton, \$1.50.
Practical Dry-Fly Fishing, E. M. Gill, \$2.
Steamcraft, Dr. G. F. Holden, \$2.50.
A Handbook of the Outdoors, Earle Amon Brooks, \$2.

A full-page newspaper ad which adds books on sport to well-prepared copy on sport clothes

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

July 10, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON

Fall Book Promotion

THE principle of bookselling is not that of the pile-drivers at the pleasure resorts which register a higher score when lightly hammered than when the full strength of the contestant is put into the drive. It is necessary for those selling books to drive together and drive their hardest. A nation-wide interest in books should be no harder to accomplish than a national style for golf-knickers or Venetian glass if the attack is a national one and not confined to localities. It is with this in mind that the National Association of Book Publishers has presented to the trade in its July *Bulletin* the Fall Promotion Campaign. The chief features are to be:

Emphasis on books for home study, in cooperation with the adult education movement of the American Library Association. Endorsed by the General Federation of Women's Clubs.

The building up of school libraries. Strengthened contacts with parent-teacher associations, women's clubs and business men's luncheon clubs, which are giving more and more attention to book programs.

Emphasis on the sale of books to business women. Work with local units of National Federation of Business and Professional Women's Clubs.

Renewed efforts to help the book-

trade connect books with the news, public events, holidays, fads, personalities, leading news of the day.

Books as gifts for all occasions.

Children's Book Week will be November 7th to 13th. The booktrade will cooperate with National Picture Week, October 10th to 20th, under the auspices of the American Art Bureau, and with Father and Son Week, November 7th to 14th, auspices of the Y. M. C. A.

That is the program which booksellers and publishers should keep in mind when planning their activities. This sort of cooperation does not mean a lot of extra effort outside of your usual campaigns. It merely means arranging your work and publicity so that it fits in with that of every other book promoter in the United States that you, the booksellers and the publishers, may get the greatest amount of good out of your campaigns.

Fifteen Years of Writing

AN anonymous critic, writing in the Summer Book Number of *The New Republic*, reviews the state of creative literature in the United States during the past fifteen years. It is to him "a source of deep gratification that literature has been 'sold' to the American public," but he finds that he "feels only the mildest interest in the contemporary literary goods which now find so wide a market. The popular appetite for literature gives rise to a serious temptation to be content, as the public are, with one's second-best work, and we may still feel a solicitude lest our writers, if they will not study more, will not at least bore deeper."

If this analysis is true, that larger markets bring larger royalties to the authors but poorer books for the readers, those who have labored for this increased book distribution have a poor reward, indeed. It may be, as the critic says, that this wave of increased book interest has produced no giants, but perhaps it is too early to judge of this. The critic himself has a mead of praise for Robinson, Wharton, Millay, Mencken, Eliot, Anderson and Dreiser. Perhaps the work of some of these may erect itself to a statue of permanence. How often have decades

been given the label of "sterile" by contemporaries only to become revered for certain products which at the time were thought to be of inconsiderable importance. We have been reading of late about the individuality of the eighteen-nineties, but there are plenty who can remember that little was expected of the literary output of that decade by its contemporary critics.

There seems to be little to be gained by declaiming as to what the people *should* have been reading and the authors *should* have been writing. Rather by studying what they *have* been reading and what the authors *have* been writing can we understand the period. The average reader turning to the bookseller or to literary columns for guidance in book selection, wants to know what is being written and whether it is likely to appeal to his mood. Not only does he want to have pointed out the best creative literature but he also wants to know where to turn for information, diversion, history, current events, travel, etc.

The critic need not despair if he has praised books that he now feels will fall short of permanence. His enthusiasms have probably guided many readers to hours of real pleasure and the authors will write none the less well in the next decade because their audience has been enlarged.

The Outlook Good

WITH the passing of the first six months of 1926, there have been in the press many recapitulations of the year's business activities and prophecies for the second half-year. "The pessimism which was shown in some quarters during the early months has been largely dispelled by the comparative stability of general conditions, despite the handicap of a late spring. One of the encouraging factors is the betterment in the crop outlook. There has been unusual volume of freight traffic and other favorable statistical comparisons," reports *Duns Review*.

In the booktrade there was in late spring a slowing down of consumer demand for books, and publishers felt the slowing down of orders but the total of the six months has been good and there is

little overstock being carried over into what promises to be a most active fall season.

The Clearing House Opens

THE first of July marked an undertaking of great importance in the book-trade. The Clearing House about which all members of the A. B. A. have been hearing became an actual fact. Ellis W. Meyers has moved from his Madison Avenue Tower office to 255 Tenth Avenue, as is chronicled on another page of this issue. One of the strangest changes wrought by prohibition is that an old saloon at the corner of Tenth Avenue and Twenty-fifth Street has now become a practical force in book distribution.

The office was opened on the first of July. The first order came in on Saturday. Thirty-five bookstores have paid their initial deposit to support the Clearing House. This deposit is the estimated amount of charges to that bookstore for service for six months by the Clearing House. If the bookstore does not use up this amount, the balance will apply on the next six months; or if the bookstore exceeds this amount, it will be called on for an additional payment. These stores represent all parts of the country. New Haven, only seventy-five miles distant, is represented, and so are San Francisco and New Orleans.

Mr. Meyers reports he expects within the next month the thirty-five bookstores will grow to seventy-five. And the *Publishers' Weekly* hopes that booksellers will give the advantages offered by the Clearing House careful consideration, for this plan, tried abroad, has been a source of great saving to the booksellers, and it must be well supported here to put it on a sound foundation so that it will be a success. This is a very important plan which the A. B. A. has developed and undertaken to carry forward. Mr. Meyers has courageously decided to start the Clearing House, with fewer members than was at first thought necessary for its success. His courage deserves support, so that all may reap the reward of his pioneering.

The details of how the Clearing House works are furnished by Mr. Meyers on his page in this issue.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

Edited by Merle Johnson

Number 82

THOMAS BAILEY ALDRICH, 1836—1907

Compiled by Vrest Orton

ALDRICH'S first poem appeared when he was less than fifteen years old: he early left the clerkship with his uncle in New York for literary work as a reviewer and editor. He had great charm of personality, and for that reason, perhaps, his most sought for book is the autobiographical "Story of A Bad Boy."

THE BELLS: A COLLECTION OF CHIMES. *New York, 1855.*

THE BALLAD OF BABIE BELL. *Boston, 1856.*

DAISY'S NECKLACE AND WHAT CAME OF IT. *New York, 1857.*

THE COURSE OF TRUE LOVE NEVER DID RUN SMOOTH.

New York, 1858.

Some copies bound for presentation purposes.

THE BALLAD OF BABIE BELL AND OTHER POEMS. *New York, 1859.*

Two issues of first edition, rarest has firm imprint, Rudd and Carleton.

PAMPINEA AND OTHER POEMS. *New York, 1861.*

Brown and green cloth bindings.

OUT OF HIS HEAD: A ROMANCE (Also Paul Lyn'e's Sketch Book).

New York, 1862.

Two issues: one heavy paper, other on thin paper.

POEMS. *New York, 1863.*

THE POEMS OF THOMAS BAILEY ALDRICH. *Boston, 1865.*

Two issues; first omits "been" from end of third line, first stanza on page 102.

PERE ANTOINE'S DATE PALM. *Cambridge, 1866.*

20 copies. Privately printed.

PANSY'S WISH: A CHRISTMAS FANTASY. *Boston, 1867.*

THE STORY OF A BAD BOY. *Boston, 1870.*

Also a few copies (said to be six only) of which three were destroyed by fire. With new preface, Boston, 1895. Sometimes termed "Tom Bailey's Adventure; or the Story of a Bad Boy."

MARJORY DAW AND OTHER PEOPLE. *Boston, 1873.*

CLOTH OF GOLD. *Boston, 1874.*

Green and red cloth bindings.

PRUDENCE PALFREY: A NOVEL. *Boston, 1874.*

FLOWER AND THORN: LATER POEMS. *Boston, 1877.*

THE QUEEN OF SHEBA. *Boston, 1877.*

MISS MEHETABEL'S SON AND PERE ANTOINE'S DATE PALM.
Boston, 1877.

A RIVERMOUTH ROMANCE. *Boston, 1877.*

A MIDNIGHT FANTASY, AND THE LITTLE VIOLINIST. *Boston, 1877.*

THE STILLWATER TRAGEDY. *Boston, 1880.*

XXXVI LYRICS AND XII SONNETS. *Boston*, 1881.

FRIAR JEROME'S BEAUTIFUL BOOK AND OTHER POEMS. *Boston*, 1881.

Large paper edition of same, 250 copies, red vellum, 1896.

THE POEMS OF THOMAS BAILEY ALDRICH. *Boston*, 1882.

Illustrated by Paint and Clay Club. Parchment and cloth bindings. Also 6 copies on Japan paper for presentation.

FROM PONKAPOG TO PESTH. *Boston, New York*, 1883.

THE SECOND SON: A NOVEL. *Boston*, 1888.

With M. O. W. Olliphant.

WYNDHAM TOWERS. *Boston, New York*, 1890.

THE SISTER'S TRAGEDY WITH OTHER POEMS, LYRICAL AND DRAMATIC. *Boston*, 1891.

Also Red cloth with paper label, 50 copies.

AN OLD TOWN BY THE SEA. *Boston, New York*, 1893.

Also cloth with paper labels, 100 copies.

TWO BITES AT A CHERRY, WITH OTHER TALES. *Boston, New York*, 1894.

Also cloth binding and paper labels, 50 copies.

MERCEDES: A DRAMA IN TWO ACTS. *Boston, New York*, 1894.

UNGUARDED GATES, AND OTHER POEMS. *Boston, New York*, 1895.

Also 50 copies with paper labels.

JUDITH AND HOLOFERNES: A POEM. *Boston*, 1896.

Also cloth, paper labels, 50 copies.

A SEA TURN AND OTHER MATTERS. *Boston, New York*, 1902.

Also cloth, paper label, 200 copies.

PONKAPOG PAPERS. *Boston, New York*, 1903.

Also cloth, paper labels, 200 copies.

JUDITH OF BETHULIA, A TRAGEDY. *Boston, New York*, 1904.

THE SHADOW OF THE FLOWERS. *Boston, New York*, [1912].

THE WORKS OF THOMAS BAILEY ALDRICH. *Cambridge*, 1896.

8 vols. Frontispiece. Vols. 1 and 3 portraits. 250 copies printed. Another vol. added 1907.

THE POEMS OF THOMAS BAILEY ALDRICH. *Boston*, 1897.

Collected ed. 2 vols.

THE LIFE OF THOMAS BAILEY ALDRICH. By Ferris Greenslet. *Boston*, 1909.

500 copies with paper label; also contains bibliography.

JUBILEE DAYS. AN ILLUSTRATED RECORD OF THE HUMOROUS FEATURES OF THE WORLD'S PEACE JUBILEE. *Boston*, 1872.

Edited anonymously by Aldrich and Howells, who contributed a great part. 16 numbers, June 17-July 4, 1872.

THE PELLET. A RECORD OF THE MASSACHUSETTS HOMEOPATHIC HOSPITAL FAIR. *Boston*.

Edited with original contributions by Aldrich.

THE STORY OF A CAT. 1879.

Translated from the French of de la Bédollière.

CAMEOS. *Boston*, 1874.

With E. C. Stedman. Selected from the works of Walter Savage Landor. Edited with introduction.

THE LITTLE VIOLINIST. *Cambridge*, 1880.

Reprinted with the author's permission and sold at the Fair of the Massachusetts Society of Prevention of Cruelty to Children.

MONODY ON THE DEATH OF WENDELL PHILLIPS. 1891.

WISHMAKERS TOWN. *Boston*, 1898.

By William Young, with introduction by Aldrich.

POEMS OF ROBERT HERRICK. *New York*, 1900.

Introduction by Aldrich.

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

On July 1 the American Booksellers' Association took possession of the store located at 255 Tenth Avenue, New York City, in order to have a suitable location to operate the Clearing House

Booksellers

THE package enclosure service which will be given by the Association will be available to all members of the organization. Subscribers are asked to survey their needs in order that we may know what preparations to make to take care of them. Orders may be sent to the Clearing House on separate blanks for each publisher. They will be picked up at the Post Office at 8 o'clock each morning and sorted so that when the publishers' representatives arrive between 8.30 and 9 o'clock they will be ready for them to pick up and take back to their various offices. We expect to have the goods returned to us between 12 and 4 every day. The packages for each bookseller will be kept enclosed so as to make one shipment and will be sent by the cheapest and quickest route, either by parcel post, express or freight or in accordance with the booksellers' wishes. If requested books will be held here until there is a sufficient amount to make up a freight shipment. Freight shipments will be cased and will not exceed 200 lbs. The charge for this service including the delivery to the freight terminal will be \$1.50. The charge for enclosures sent express or parcel post will be \$.10 per package for each package enclosed. The charges are f. o. b. New York. Within the next week a regular order form will be sent to all booksellers so that all subscribers will be using a standardized blank. Booksellers who have not as yet made their estimates are requested to do so at once and send them to the new office so that we may inform them as to the estimated cost for service for the first six months and make the necessary preparations to handle their business.

Publishers

NEW York publishers are requested to have a boy call for orders between 8:30 and 9 each morning. It is suggested that several publishers get together and have one boy pick up all orders. As the orders will be enclosed in sealed envelopes, no publisher need fear that the Center is being used as a clearing house for private information. The packages of books to be sent back to the Clearing House should be marked as tho for parcel post and should not exceed 40 lbs. in weight at any time. Each is to be marked with the Clearing House number which will be placed on every order as it passes thru the Association's office. Packages will not be opened and the publisher is held responsible for notifying the bookseller of any shorts. Shorts may be sent to the Clearing House at any time unless the publisher is otherwise notified. Packages containing shorts may be marked with the Clearing House number given to the original order. Deliveries must be made before 5 o'clock; earlier if possible.

Naturally during its infancy operating this Center will be extremely difficult. We are faced with the problem of giving service to our members at a very low price and having to pay very high prices for our rent, materials, etc. There is no doubt in the minds of the far-seeing book people that the establishment of the Clearing House is a long stride in the right direction and that it will benefit all members of the trade. This time we plead for cooperation and real help. The Center will be operated as well and economically as can be under existing conditions, but it is thru the members of our profession that the conditions will be made.

The Book Hunter

THAT the average of the demands for books is not as high as it was last month is due to there being five issues in May whereas there were but four issues in June. These figures are had from the Books Wanted columns of the *Publishers' Weekly*. The newcomers this month are Walter de la Mare and Joseph Pennell. Eight separate demands for books by Pennell would indicate a great interest in that artist roused by his recent death, for there have been no requests in any number in the past. Then too there are four requests for Mottram's "Spanish Farm." The revived interest in this book is doubtless due to the fact that it is the first part of a trilogy the third and concluding part of which, "The Crime at Vanderlynden's" was published last month. James Branch Cabell again leads the list, far and away, and Joseph Conrad comes up to second place. The remainder of the list is about the same as it has been in the past.

	Separate Titles Wanted	All Firsts Wanted
James B. Cabell	26	5
Joseph Conrad	6	5
Bret Harte	1	5
Rudyard Kipling	8	4
Norman Douglas	5	4
Edgar A. Poe	5	4
Lafcadio Hearn	4	4
Sherwood Anderson	3	4
James Stephens	3	4
Oscar Wilde	3	4
James Joyce	1	4
Amy Lowell	1	4
Mark Twain	1	4
John Galsworthy		3
Walt Whitman	1	4
James Huneker	8	2
Edna St. Vincent Millay.	8	2
Donn Byrne	3	2
Edgar Saltus	2	2
Walter de la Mare		2
Ambrose Bierce	2	1
Joseph Pennell	8	
Herman Melville	6	
Theodore Dreiser	5	
R. H. Mottram	4	

Woodrow Wilson Chair of Literature

AN offer of \$150,000 by Edward W. Bok to endow a chair at Princeton University to be called the "Woodrow Wilson Professorship of Literature," was recently accepted. Mr. Bok's purpose in endowing the chair is to commemorate the late President Wilson's mastery of English expression and to further appreciation of the best English literature."

Woodrow Wilson occupied a professor's chair at Princeton from 1890 to 1910, following his graduation in 1879. He was President of Princeton from 1902 to 1910, when he resigned to become Governor of New Jersey, in turn resigning as Governor to become President of the United States in 1913.

One Thousand Best Books

WITH Asa Don Dickinson's "One Thousand Best Books" (Doubleday, Page) as a guide, a collection of one thousand best books has just been assembled at the University of Pennsylvania. They have been placed in the Reference Room at the library, where students daily spend their time with profit and enjoyment. As these specially honored books are in the nature of an exhibit they may be read only in their own alcove. The library contains other copies for home use. Recently a fund of \$10,000, known as Benefactor's Contribution No. 1, was given anonymously by a friend who wishes the income devoted to the maintenance of this collection.

To Publishers

PLEASE see that the supply of your catalog for the **TRADE LIST ANNUAL** (2200 copies) is delivered to Tapley's Bindery, Long Island City, not later than July 31st. Deliveries after that date involve extra binding costs as well as a delay in the publication of the big book.

In the Book Market

"I WANT TO BE A LADY" by Maxmillian Foster is the catchy title of a book which Lippincott will publish in August, a highly entertaining novel promised to be admirably suited to summer reading. Another book with the same point in its favor is an exciting mystery and detective story entitled *"The Club of Masks"* by Allen Upward. . . ¶ . The first list of books to be published in the fall of 1926 by John Day is headed by *"The Music from Behind the Moon"* by James Branch Cabell with 8 full page illustrations from wood engravings by Leon Underwood. This will be printed on hand-made paper from Garamond type set by hand by William Edwin Rudge. The edition is limited to three thousand copies and sells for six dollars boxed. Other titles announced have been *"Less Than Kin"* by Charles Caldwell Dobie, *"My Heresies"* by Bishop William Montgomery Brown and *"That Last Infirmary"* by Charles Brackett for September 3 and *"The Black Angels"* by Maud Hart Lovelace, *"The People Next Door"* by George Creel and *"New Schools in the Old World"* by Carleton Washburne and Myron M. Stearns for October 1. Such an important list deserves the attention both of booksellers and publishers interested in the standing of fellow publishers. . . ¶ .

The new publishing firm of William Morrow & Co., Inc., has also settled upon the first books it will issue. The firm is, of course, taking over the books of Mrs. Morrow, better known to booksellers as Honoré Willsie Morrow, and will also publish her latest book, *"On to Oregon!"* Heading the list is Rupert Hughes' *"George Washington, the Human Being and the Hero,"* which, because of the rumors which have gone the round about the explosiveness of the book, the publishers insist is truthful but not malicious. Other books announced are *"Sinister House,"* by Charles G. Booth, *"Wayfarer,"* by Kathleen Millay and *"Young Folk, Old Folk,"* by Constance Travers Sweatman, somewhat in the Scott

Fitzgerald manner "but with more charity." . . ¶ .

Much is heard from England these days about the success there of Anita Loos' *"Gentlemen Prefer Blondes."* It has already been translated into French and is to be translated into German and possibly Hungarian. A dramatization has been made and a motion picture is to follow. It has held steadily its place among the best sellers and is now also offered daily in the comic strip of a newspaper. Gentlemen prefer *"Gentlemen Prefer Blondes."* Miss Loos sailed for a trip thru France and Germany to prepare *"Ladies Prefer Brunettes,"* which is said to be about men. But when we went to school the brunets in our class if they happened to be men spelled brunets without the final te. . . ¶ . The trustees of the estate of Amy Lowell have announced that the \$1,000 Pulitzer award for her book of poems, *"What's O'Clock,"* (Houghton-Mifflin), will be turned into the scholarship fund for poets. *"East Wind,"* another posthumous volume of Miss Lowell's poetry, will be issued early in the fall. The book will be eagerly awaited, especially by those who felt that *"What's O'Clock"* contained some of Miss Lowell's best verse. . . ¶ . The Arthur H. Clark Co., of Cleveland, has had an unusually interesting manuscript submitted to them by Dr. Fred Albert Shannon on *"The Organization and Administration of the Union Army, 1861-1865."* The manuscript has been very favorably reported upon by three historical authorities to whom it was submitted and contains valuable material gathered only after years of study and patient research among the hundreds of contemporary documents, newspapers, and other original sources. However, unless sufficient orders in advance of publication are guaranteed the Clark Company cannot undertake to publish it. Provided the orders are sent direct to the publishers, pre-publication orders will be filled at \$15.00 net for the set. Should the manuscript be published an additional lot of

100 sets will be printed, the price for which will be \$25.00 for the set. It is planned to do the books in large Caslon type on handmade paper with deckle edges, in two large volumes, 8vo, cloth, uncut, gilt tops. . . ¶ . The success of David Binney Putnam's "David Goes Voyaging" has placed another, "David Goes to Greenland" on Putnam's fall list. This will tell of the American Museum Greenland Expedition which is going nearly one thousand miles

north of the Arctic Circle. A similar book which is issued this week by the same publishers is "Deric in Mesa Verde," by Deric Nusbaum, a twelve-year-old boy's account of his life in Mesa Verde National Park—wild animals, excavating cliff dwellers' ruins, even finding mummies. The book has an introduction by Stephen T. Mather who is Director of the National Park Service which administers Mesa Verde and the other national parks.

"Jurgen in Lino-Cuts" is the title of a book which William J. Bernhard (171 Madison Ave., New York City) has published. It is a collection of 19 linoleum cuts by Mr. Bernhard, printed by hand from the original blocks and hand colored on Van Gelder paper. But fifty copies have been printed, each signed and numbered. The book is bound in large quarto decorated boards, vellum backed and sells for \$21.50 net. . . ¶ . In February of this year Joseph Wheless's book, "Is It God's Word?" was issued by a firm which Mr. Wheless created for the publishing of that book and known as The Wheless Publishers. But the apparatus for distribution was not there and dealers who have had inquiries for the book have had diffi-



Amy Lowell

culty in satisfying them. Now Knopf has taken over the publication of the book and has issued it with his title-page. . . ¶ . Word has come from London Town that John Drinkwater, author of "Abraham Lincoln" and "Robert Burns" (both Houghton Mifflin) and other plays, will dramatize the famous novel of Thomas Hardy's "The Mayor of Casterbridge" (Harper) for a production in London in September by Philip Ridgeway, the producer. Ridgeway it was

who presented the play this year that was adapted by Hardy himself from his novel, "Tess of the d'Urbervilles." Mr. Hardy's most recent volume of poetry, "Human Shows and Far Phantasies, Songs and Trifles," was published in January, 1926, by Macmillan, who reissued "The Hardy Country" by C. G. Harper this winter.

Greenberg, Publisher, Inc., have taken over the exclusive selling agency for the United States and Canada of all the children's books issued by Raf. D. Szalatnay, Czecho-Slovak Art & Craft. These include: "The Cock and the Hen," \$2.50; "Folk Songs of Bohemia," \$2.50, and "The Story of the Forest," \$3.00. They have also taken over the exclusive selling agency for the United States (except for the far West) of all children's books issued by The Atlantic Book and Art Corp. These include: "Dreamland," \$3.50; "Our Doll House," \$3.00; "Our Dolls Farm," \$3.00; "Our Favorites," 50 cents, and "Our Friends," 50 cents; "The Magic Picture Book No. 1," \$1.50; "The Magic Picture Book No. 2," \$1.50; "Fleur du Mal" of Baudelaire, \$3.50; Poems of Paul Verlaine, \$3.50, and "American Poets," Leonora Speyer, \$1.25.

"The Most Scholarly Bookseller"

NEVER an important auction is held but the records show the name Rosenbach as playing a leading rôle. Who, some may ask, is this person who has twice established records for the highest price paid for a single English book, both times for Shakespeare's First Folio; who recently paid \$106,000 for the Gutenberg Bible, and who, just the other day, paid \$21,500 for a first edition of Milton's "Comus"? Eugene M. Pharo in *Everybody's Magazine* for June tells us something about Dr. Rosenbach, how he became interested in collecting while still a student at college thru his purchase at auction of a dollar's worth of pamphlets which he later discovered contained a fine copy of Gray's "Odes," the first book printed by Horace Walpole at Strawberry Hill, and the long-lost "Prologue" by Samuel Johnson, among other eighteenth century miscellaneous poetry. In spite of fabulous offers Rosenbach held on to his finds and still has them, tho in his rare book business many thousands of volumes have come and gone. This discovery led him on until now A. Edward Newton's pronouncement, "He is the most scholarly bookseller in this country today" is an accepted one.

Discussing the First Folio Mr. Pharo quotes Dr. Rosenbach as saying:

"I believe that in the near future a very fine copy of the First Folio will sell for more than \$100,000, as nearly all the fine copies are now in public libraries and can never come upon the market.

"Being interested as a student in English literature, I always wanted to possess a copy of the first edition of Shakespeare, the First Folio. It was printed seven years after the death of Shakespeare.

"In 1907 I made my first trip to England, making the voyage with Alfred Quaritch, the great English bookseller, one of my dearest friends. At the sale in London of the library of William C. Van Antwerp, he purchased for me at the then record price of thirty-six hundred pounds (about eighteen thousand dollars) this long desired volume, which is now one of the glories in the Harry Elkins Widener Memorial Library at Harvard.

"Fifteen years later, on May 16, 1922,

we purchased the famous copy of the First Folio which belonged to Baroness Burdett-Coutts, for eighty-six hundred pounds (about forty-three thousand dollars). This remains to date the record price for the most famous of all English books. It is interesting to note that this volume brought seven hundred and sixteen pounds at a sale in 1864.

"Altho it is not a hobby to engage in for profit, book-collecting, nevertheless, has proved a wonderful investment. Even in panic years, such as 1907, when stocks and bonds are falling steadily, the auction prices of volumes rise. Men who could not realize on their securities in 1907 were able to get 100 per cent or more for rare books, which sell as well in bad times as in good.

"The greatest collectors of the United States are W. A. White of Brooklyn, whose collection is early English, J. Pierpont Morgan, H. V. Jones of Minneapolis, William Andrews Clark, of Los Angeles, whose collection covers all periods of English literature from Chaucer to Conrad, H. C. Folger of New York, who collects Shakespeareana, and of course Henry E. Huntington. Harry Elkins Widener was one of the most intelligent collectors who has ever lived, and if he had survived would probably have become the greatest book-collector of all time. In fact he had a copy of Bacon's Essays, of the second edition, 1598, in his pocket when he went down on the *Titanic*.

"America is in the position that England was in the Eighteenth Century, when collectors from Great Britain swarmed over Italy, France, and Spain, purchasing the greatest books and pictures that they could find—books and pictures which remain the great art treasures of England today. Good books have increased in value twenty-five per cent since the war.

"There is an increase in the number of collectors all over the country. There is quite a colony of enthusiasts in Texas and California, but there are some in every State in the Union.

"In the near future there will no longer be an opportunity to secure a manuscript of the *Canterbury Tales*, a complete Caxton (the first English printer) or a First Folio of Shakespeare."

State of Printing and Bookselling in America in 1797

An Article from "The Gentleman's Magazine" of 1797

THE following is the result of many inquiries and some years' researches into the state of printing and book-selling in North America. And as the late Dr. Franklin, and Mr. Cooper, of Manchester, in their advice to such as are wishing to settle on that western continent, have not given any satisfactory information upon that head, I hope the facts stated hereafter may not be deemed presuming, or intruding upon more useful matter, which might otherwise find a place in your useful miscellany.

The advantages arising from the liberty of the press, like a self-evident proposition, stand in no need of proof or illustration. If they did, it would be sufficient to adduce the imperfect state of improvement of South America, where no other knowledge is suffered to be propagated but what is immediately conducive to commercial purposes, and that rarely, unless it tends to the support of unwieldy greatness, the enormity of ecclesiastical power, or the glare of useless wealth. In North America the whole circle of knowledge is occupied by ingenious industry, which has, for the most part, proved itself the successful candidate for literary fame. The people of North America have now professors in every art and science, with adequate salaries; and, whatever they may want to import, men of eminence in literature are not of the number.

Literary property is now secured in most of the States; and the example will soon be followed by the rest, as security is the best way of encouraging merit and ingenuity; and the Congress in 1789, by a resolution, strongly recommended this measure.

The people of North America manufacture their own paper, and in sufficient quantities for home consumption; but the price of labor is still so extremely high, that it seldom answers to print any works

there: at least, they have hitherto seldom ventured beyond their own laws, temporary pamphlets, and newspapers, which every State now prints in abundance; the price of these is usually 6d. each; but they are not subject to any duty, and the profit falls into the proprietor's pocket.

The newspapers of Massachusetts, Connecticut, Rhode Island, Pennsylvania, and Maryland, are unequalled, whether considered with respect to wit and humor, entertainment, or instruction. Every capital town on the continent prints a weekly paper; and several of them have one or more daily papers. Of late, in the Northern States, they print a few school-books, and occasionally, in New York, Philadelphia, and Baltimore, print any tract not remarkably large; translations from the French, and a few reprints from English publications, are all that have hitherto been done there. A miserable edition of Cook's "Voyages," printed with types cast there, was more than five years upon sale; but of late Wilson of Glasgow has furnished them with types better and much cheaper than their own.

About 1789, one Bell, a bookseller in Philadelphia, reprinted Blackstone's "Commentaries"; but the book is very ill-done, and yet sells much higher than those imported. Aitken, a printer there, finished an American edition of the Bible; which, tho highly approved, and recommended by a resolution of Congress, was a losing concern. Since this, a Bible for the pocket has been sent over, all composed, in metal, from Fry's, to be printed there upon their own paper. The "Travels of the Marquis de Chatellux" have been reprinted at New York, and some few other publications; but they are ill-executed, and sell but slowly. Wayland (who went from Middle Row, and who, with all his family, is since deceased of the yellow fever) set up a newspaper upon the plan of the *Daily*

Advertiser, which succeeded very well. He wrote me word, any popular piece upon the subject of liberty had a great sale there: but that serious books would only do as imported, as the people esteemed English-printed books much better than the productions of their own presses.

The wages of printers are very great even now; and progressively so from the extreme parts of the Northern to the Southern States. In New Hampshire, Massachusetts, Connecticut, and Rhode Island, journeymen printers have from three to eight dollars per week; in New York, Philadelphia, and Maryland, from five to ten per week; and in Virginia, North and South Carolina, and Georgia, from eight to twenty, according to their merit and ability. Printers are the scarcest trades yet in the Southern States.

The greatest booksellers are in New York, Philadelphia and Baltimore. Northward of New York, there is none of any consequence; nor any in Boston of note; or southward of Baltimore, not even in Charlestown, the liveliest city in all America. The booksellers thruout the continent are generally supplied from one of the above three places, where there are many considerable stores of books daily imported from Europe; and there are few publications that cannot be purchased here, except very heavy and expensive ones, of which they have none. A single book of the value of £5 or £10, is nowhere to be found here; but Gill on the Prophets, Matthew Henry's Works, or Burkitt on the New Testament, easily find purchasers. Dr. Watts's Works have been known to produce three times the price for which they sell in London.

The usual currency of sale is at the advance of 50, and in many instances, 100 per cent; and their sales are very great: for, it is scarcely possible to conceive the number of readers with which every little town abounds. The common people are on a footing, in point of literature, with the middle ranks in Europe; they all read and write, and understand arithmetic. Almost every little town now furnishes a small circulating library.

Prints are a good article to carry over, and so are engraved copperplates. Of late a great number have been sent over from

here, which have given rise to some useful works now doing there in numbers. Artists in drawing, designing, and engraving, are very rare in America.

Books are sold southward of Maryland, particularly in Virginia and North Carolina, at an extravagant price; not unfrequently at an advance of 200 per cent. Novels and useful histories are the best articles to be considered here after dictionaries.

Law books have the most rapid sales, and that at an excessive price. Newman's "Conveyancing" has sold in Philadelphia for eight or nine guineas per set, and were bought up immediately. Bacon's "Abridgement," a book which, with Blackstone's "Commentaries," is highly in repute thruout America, has repeatedly been sold in North Carolina for 100 hard dollars.* In North Carolina they do not import from Europe, but purchase, at an unreasonable high price, of the Northern booksellers, and then sell at an advance of 50% or, in many instances, 100 per cent.

Great quantities of various kinds of produce are constantly shipped from the Southern States to Philadelphia and New York for European books, which are mostly of general history, grammars, dictionaries, and medical articles.

Whatever is useful sells; but publications on subjects merely speculative, and rather curious than important, controversial divinity, and voluminous polemical pieces, as well as heavy works on the Arts and Sciences, lie upon the importer's hands. They have no ready money to spare for anything but what they find useful; and, in literary purchases, enquire minutely into the *cui bono* of the article.

Scotch books, like their countrymen, are not much in repute in any part of North America. English law books, being mostly in folio, are not so often called for as the Irish editions of the same in reduced sizes, which, being more portable, are always preferred for their convenience for the lawyers to take on their circuits. The Irish printed books have in everything a preference thruout this country; and the sale of their books, those on law in particular, is extremely great.

According to an article in the *Colum-*

* Specie, not paper currency.

bian Magazine, it appears that the demand for foreign books is but inconsiderable. It is very little for French books, and still less for Italian, Spanish, and Portuguese. German books are in some degree an exception; for they sell in places inhabited by the Dutch; but principally books of devotion and school books. They have very few books but of devotion, and some trivial school articles. The men of learning are as scarce amongst them also. When a Dutchman is not at prayers he is either at work or sleeping.

Altho many well-educated persons here speak French, yet the number of those that read French books is comparatively small. The common people, in the proportion of twenty to one, still prefer old English affairs, and dwell with pleasure on what they term their English ancestors; speak only the English tongue, heartily curse French machinations and politics, and continue still to read and admire old English books.

Books are yet but of small esteem in Nova Scotia and New Brunswick. Few here read at all except professional men, and some foreign gentlemen, and the officers in the army; these are mostly supplied by a small circulating library or two in Halifax. Some few books are imported by the merchants, and sold in common with other goods at their stores; but the whole province, so late as eighteen months since, did not afford a bookseller's shop larger than is to be found in one of our smallest country towns in England. The middle and lower order of people do not read; their time is necessarily occupied in the cultivation of an ungenerous and unpropitious soil.

The same observations apply to Canada: the French peasantry are all Catholics, and use no books but religious ones. There was, two years ago, only one solitary bookseller in Quebec, who lived mostly by publishing a weekly *Gazette*, printed in miserable French, and as sordid English; and another in Montreal, supported upon the same terms. In the West Indies, every gentleman almost takes out his own library with him; and what books may be wanted are generally sold in the stores of merchants, who import them from England with other goods, altho the capital of each

of the islands has one person who calls himself a bookseller, keeps a small reading-library, binds, deals in stationery, and keeps a few books, such as he judges are most in demand, which he sells at an advance of 70 and 100 per cent.

Such, friend Urban, is the literary portrait of a country which threatens to surpass all others in the great and useful science of politics as well as the liberal arts. This is but the glowing that evinces a kindling flame; which, from what we have seen, we have reason to expect may some future day enlighten and instruct the Old World, whence they have withdrawn themselves.

Life of a Signer of the Declaration of Independence Appears

ON October 22nd Doubleday, Page will publish the life of Button Gwinnett, by Charles Francis Jenkins, which marks the beginning of a series of volumes of source material of American history. The second of these will probably be the letters which cover the Russian period of John Paul Jones' career. These letters were discovered in the Russian archives by a Russo-American authority of note, Dr. F. A. Golder, now of Stanford University. The volume, which is under the editorship of Dr. Golder, will contain the letters in translation and in the original and (when John Paul's is the signature) none too academic French; also a long introduction by Dr. Golder, describing the course of events which led to Jones' employment in Catherine's navy and interpreting the somewhat cloudy array of facts which led to his dismissal.

The first volume which appears in this same series is the only complete life of Button Gwinnett, signer of the Declaration of Independence, whose autograph brings a higher price than that of any other American. In it is reproduced for the first time a map of the state of Georgia showing the boundary lines of the original parishes, the now discarded seal of the state designed by Gwinnett, the only likeness in existence of a member of the Gwinnett family (a most important discovery), and many personal and state documents which have hitherto been entirely inaccessible.

Obituary Notes

DR. ARTHUR LOCKHART

THE REV. DR. ARTHUR J. LOCKHART, seventy-six, better known as Pastor Felix, died at the home of his daughter in Springfield, Mass., on June 29th. He entered the ministry of the Methodist Episcopal Church in East Maine in 1872 and continued in active service there until his retirement eight years ago. He contributed under the pen name of "Pastor Felix" prose and verse to numerous periodicals in this country and Canada. His books include "The Masque of Minstrels" (poems written in collaboration with his brother) "Beside the Narraguagus, and Other Poems," "The Papers of Pastor Felix" and "The Birds of the Cross and other Poems."

EVA GORE-BOOTH

EVA GORE-BOOTH, poet, essayist and sister of Countess Markievicz, Irish Republican, died in London June 30th. She was the daughter of Sir Henry Gore-Booth. Among her better known books are, "Unseen Kings," "The One and the Many," "The Egyptian Pillar," "The Sorrowful Princess," "The Perilous Light," "The Sword of Justice" and "Broken Glory."

SIR ADOLPH TUCK

SIR ADOLPH TUCK, famous for having introduced picture postcards into the British Empire, died in London on July 3 at the age of 72. The second son of the late Raphael Tuck, he was the head of Raphael Tuck and Sons, art printers. Sir Adolph was born in 1854 and educated at the Elizabeth Gymnasium, Breslau. He entered his father's art business in London in 1869 and inaugurated ten years later a series of original Christmas card design exhibitions at the Dudley Gallery, at which the judges were such well-known artists as Sir Coutts Lindsay, John Everett Millais, R.A., and Marcus Stone, R.A. Each year he designed Christmas cards for the King and Queen of England. In 1910 he was created a Baronet. He was extraordinary director of the Scottish Equitable Life Assurance Society, President of the Association of Publishers of Picture Postcards, and treasurer of Jews' College, London.

Communication

The Book Buyer's View

Hamilton, Illinois.

Editor, *Publishers' Weekly*:

Being only a book buyer I have been much interested in the various articles in *Publishers' Weekly* telling how to sell books. Since I am one of those unfortunates who spends more than a proper budget allowance for books, the only trouble the bookseller has in selling to me is to find the books which interest me. The bookstand draws me like steel to a magnet and yet I buy but few books from the stores. I find few sales people who seem to have any intelligent idea of what I want and consequently buy most of my books from publishers' catalogs or circulars. Since most buyers seem to be interested in fiction the average store caters to that trade. When it becomes apparent that I am not interested in fiction, there is no common ground on which we can meet. If perchance by browsing around I find the book for which I am looking, well and good; otherwise I go away to send for another catalog.

The kinds of books I want are not in such demand that the bookseller can afford to carry them in quantity, and for that reason he refuses to inform himself concerning them or concerning my special interest. A live salesman who would take the trouble to inform himself concerning the booklovers of his community would probably find that a number of buyers depend upon the publishers for their supply because the booksellers seem to be interested only in the popular books. He would find one man interested in history, another interested in architecture, a third in birds and another in something entirely different. The sum total of their purchases would make a substantial addition to the business of a retail store.

I personally know of six different libraries of large extent concerning the honey-bee which are being gathered together, and there are many smaller ones. There are far more persons who buy every good book concerning birds which comes to their attention. In any community the purchases of books along special lines run into large sums yet few booksellers cultivate

this kind of trade. After visiting dozens of stores in the large cities from New York and Philadelphia to Chicago, St. Louis and Los Angeles, I have found only three or four in which I can get definite information concerning the books sought.

My purchases cover a wide range, including life history and behavior in all the field of natural history from birds and bees to reptiles and plants, yet few of them are of the kind which has a wide sale. Such books as Schimper's "Plant Geography," or Kerner's "Natural History of Plants" are not often sold yet they are invaluable to the man who needs them.

The whole point of this rambling statement is that there is a profitable class of book buyers always in reach which the bookstores do not cultivate because they do not all buy the same kind of books. If the bookseller will take the trouble to ascertain the kind of books each one is seeking and supply the need, he will find a grateful clientele which will add a substantial volume to his sales.

FRANK C. PELLETT.

BOOKSTALLS FOR BRYANT PARK

362 W. 123rd Street,
New York City

June 28, 1926.

Editor, *Publishers' Weekly*:

I have just read your article on having bookstalls in 40th St. against the railing of Bryant Park. This is an original and excellent idea, and I heartily favor it. That space is now vacant and useless; bookstalls there would make that block picturesque and interesting; no doubt many dealers would be glad to open there and pay the city a good rental for the privilege.

By all means, place the plan before the proper city officials.

Respectfully yours,

E. W. JOHNSON.

Fifty Best Books in New York

THE Fifty Books of the Year, selected by the American Institute of Graphic Arts, have returned to New York and will remain on exhibition at the Art Center until July 23rd. The Art Center opens

daily from 10 to 5 except Saturdays and Sundays. This will give those who were unable to attend the exhibition during its stay at the Grolier Club a chance to see the books. In addition, there will be a display of the inserts for the Sesqui-Centennial number of the *American Printer*.

Changes in Price.

THE VIKING PRESS, INC.

Beginning August 1st, the following prices will be effective:

Anderson. "Winesburg, Ohio." \$2.00.
House. "Philip Dru: Administrator." \$2.00.
Brooks. "America's Coming-of-Age." \$2.00.
Brooks. "Letters and Leadership." \$2.00.
Chekhov. "The Note-Book of Anton Chekhov." \$2.00.
Dickinson. "The Insurgent Theatre." \$2.00.
Gorky. "The Spy." \$2.00.
Hall. "What Tolstoy Taught." \$2.00.
Hall. "The New Thrift." \$2.00.
Ibsen. "Human Quintessence." \$2.00.
Ridge. "The Ghetto and Other Poems." \$1.50.
Countess Tolstoy. "Autobiography of Countess Leo Tolstoy." \$2.00.
Hauptmann. "Atlantis." \$2.50.
Irwin. "Maida's Little House." \$1.50.
Strindberg. "By the Open Sea." \$2.00.

Record of American Book Production, June 1926*

CLASSIFICATION	New Publications			By Origin			
	New Books	New Editions	Pamphlets	English Authors	American Manufacture	Imported	Total
Philosophy	15	—	2	12	1	4	17
Religion	52	1	13	53	2	11	66
Sociology	22	3	4	25	1	3	29
Law	6	—	—	6	—	—	6
Education	8	—	4	10	—	2	12
Philology	6	2	6	9	2	3	14
Science	15	3	10	26	—	2	28
Technical Books ..	13	5	18	28	1	7	36
Medicine, Hygiene	17	8	3	21	—	7	28
Agriculture	7	4	1	11	—	1	12
Domestic Economy	3	1	1	5	—	—	5
Business	6	—	5	10	—	1	11
Fine Arts	8	2	10	15	—	5	20
Music	6	—	—	3	—	3	6
Games, Sports	4	—	4	8	—	—	8
General Literature	31	—	3	25	2	7	34
Poetry, Drama ..	32	7	26	60	3	2	65
Fiction	34	39	2	65	6	4	75
Juveniles	14	2	2	15	1	2	18
History	23	—	6	18	2	9	29
Geography, Travel	16	4	9	21	—	8	29
Biography	22	2	3	17	3	7	27
Miscellaneous	2	2	—	4	—	—	4
	362	85	132	467	24	88	579

* In June, 1925, 465 new books, 86 new editions, 88 pamphlets, a total of 639, were recorded.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

Overheard. 240p. D [c.'26] N. Y., Doran \$2
A chance remark, accidentally overheard, postpones Diana's marriage and changes the whole course of her life.

Baker, Robert Nicholson Scott, and Farrell, William E.

Principles of the basic mechanisms; an elementary textbook. 142p. il. (pt. col.), diagrs. Q c. Annapolis, Md., U. S. Naval Inst. \$3.75

Barry, Philip

In a garden; a comedy in three acts. 159p. D [c.'24, '26] N. Y., Doran bds. \$1.50
A success of this past season, with Laurette Taylor playing the leading rôle.

Becke, Louis i. e. George Louis

The strange adventure of James Shervington, and other stories. 319p. D (Collected ed. of the works of Louis Becke) [n.d.] Phil., Lippincott \$2

Bell, Pearl Doles [Mrs. George H. Bell]

Slaves of destiny. 304p. D [c.'26] N. Y., W. J. Watt \$2
A novel by the author of "Sandra."

Bennett, Arnold i. e. Enoch Arnold

Your United States [new ed.]. 191p. front. O [c.'12] N. Y., Doran \$2.50

Blom, Eric

Stepchildren of music. 301p. il. D '26 N. Y., Dial Press \$2.50
A study of half-forgotten musical compositions.

Booth, Bramwell

Echoes and memories. 230p. front. (por.) O

[25] N. Y., Doran

The impressions and experiences of a great leader of the Salvation Army. \$2.50

Bridges, Horace James, ed.

Aspects of ethical religion; essays in honor of Felix Adler on the fiftieth anniversary of his founding of the Ethical Movement, 1876, by his colleagues. 423p. D c. N. Y., Amer. Ethical Union, 2 W. 64th St. \$3

Broome, Edwin C., and Adams, Edwin W.

Conduct and citizenship. 434p. il., diagrs. D c. N. Y., Macmillan \$1.20
A textbook on individual relationship to the community.

Bury, John Bagnell, and others, eds.

The Cambridge ancient history; v. iv, The Persian empire and the west. 718p. (47p. bibl.) maps (pt. col.) diagr. O '26 N. Y., Macmillan \$9.50

Busch, Bonnie

Eager vines. 304p. D [c.'26] N. Y., W. J. Watt \$2
A novel of today, contrasting the idle, selfish lives of the rich with the worthwhile purposeful lives which they may live if they wish.

Candler, Warren Akin, D.D.

Current comments on timely topics. 280p. D c. Nashville, Tenn., Cokesbury Press \$1.50
Most of these articles appeared originally in the *Atlanta Journal*.

Cartwright, George Wilder

The voice of America; our Constitution. 102p. S '25 Los Angeles, Cal., Author, 306 S. Kenmore Ave. \$1.50

Better retailing; a handbook of a number of things which have helped retail stores to become successful. [3rd ed.] 112p. il. O [n.d.] Dayton, O., Nat'l Cash Register Co. pap. gratis

Boisen, Anton T., ed.

Lift up your hearts; a service book for use in hospitals. 96p. O [c.'26] Bost., Pilgrim Press pap. 50 c.

Campbell, Jane

Old Philadelphia music. 28p. il. O '26. Phil., City Hist. Soc. of Phil., 223 S. Sydenham St. 50 c.

Chapman, Emmett O.

Australia; a survey of its resources and foreign

trade. 36p. O (Trade information bull. no. 390) '26. Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Cremer, Marcellus A.

Machinery markets of Brazil. 36p. O (Trade information bull. no. 383) '26. Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 10 c.

Darsie, Marvin L.

The mental capacity of American-born Japanese children. 89p. (2p. bibl.) diagrs. O (Comparative psych. monographs, v. 3, no. 15) '26. Balt., Williams & Wilkins. Apply

- Clevenger, Joseph R.**
Clevenger's civil practice, 1926. 1972p. O '26 Albany, N. Y., M. Bender fab. \$12
- Cobb, Irvin Shrewsbury**
Prose and cons. 360p. D [c.'26] N. Y., Doran \$2
Some humorous sketches and a collection of short stories in which old Judge Priest reappears.
- Cotton, Charles**
The grey friars of Canterbury, 1224 to 1538; together with chapter on The remains of the friary and its restoration; 2nd ed. 74p. il. maps O '26 N. Y., Longmans bds. \$1.40
- Coutts, John W.**
The church and the sex question. 254p. (bibl. footnotes) D ("Living church" ser.) [n. d.] N. Y., Doran \$2
- De Quincey, Thomas**
Toilette of the Hebrew lady; exhibited in six scenes. 64p. O '26 Hartford, Conn., E. V. Mitchell pap. 60 c.
- Directory and almanac of the Croats, Slovenes and Serbs in the U. S.** 290p. O '26 Milwaukee, C. N. Caspar \$2.50; pap., \$2
- Douglass, Harl Roy**
Modern methods in high school teaching. 562p. (bibls.) D [c.'26] Bost., Houghton \$2.25
The author is professor of education, and director of the University High School, University of Oregon.
- Edgar, J. Clifton, and Vaux, Norris W.**
Practice of obstetrics; 6th ed., rev. 795p. il. (pt. col.) O '26 Phil., Blakiston \$8
- Ellis, Havelock i. e. Henry Havelock**
A study of British genius; new ed.; rev. and enl. 412p. O c. Bost., Houghton \$3.50
- Fealy, L. A.**
Fealy's log book, concerning laws objective and subjective. 221p. T c. Birmingham, Ala., Altrurian Society, 1828 Alois Ave. flex. fab. \$1.50
An analysis of personal Christianity.
- Feyrer, Dr. Ernest Charles**
The call of the soul; a scientific explanation of telepathy and psychic phenomena. 256p. il. O [c.'26] San Francisco, Cal., Auto-Science Inst., 1037 Polk St. \$2.85
- Fichter, William L.**
Lope de Vega's El castigo del discreto; together with a study of conjugal honor in his theater. 283p. (2p. bibl.) D (Publicaciones del Instituto de las Españas) '25 c. N. Y., [Columbia Univ. Press] pap. \$2
- Fletcher, Joseph Smith**
Marchester Royal. 314p. D [n. d.] N. Y., Doran \$2
When Lord Marchester of Marchester Royal died suddenly and mysteriously, all clues pointed to his younger brother as the murderer.
- Gardiner, Alice Cushing, and Osborne, Nancy Cabot**
Father's gone a-whaling. 198p. il. (col. front.), map O c. Garden City, N. Y., Doubleday \$2
A story for children about Nantucket, a hundred years ago.
- Gordon, Neil Elbridge**
Introductory college chemistry. 702p. il. diags. O (New-world science ser.) '26 c. '25, '26 Yonkers, N. Y., World Bk. \$3.80
- Guerber, Hélène Adeline**
Contes et légendes; pt. 1; ed. by Franklin Crosse. 303p. il. S [c.'95-'26] N. Y., Amer. Bk. Co. 96 c.
- Hamilton, Ann**
A jewelled screen [verse]. 50p. O c. N. Y., H. Vinal bds. \$1.50
- Hamilton, Marion Ethel**
Wild ginger. 28p. O c. N. Y., H. Vinal bds. \$1.50
A narrative poem.
- Hamlin, Talbot Faulkner**
The American spirit in architecture. 353p. il. (col. front.) diags. Q (Pageant of Amer., v. 13) c. New Haven, Conn., Yale [4.50]; sold only in set at \$67.50
- Hartsock, Ernest**
Romance and stardust [verse]. 60p. S '25 Saugus, Mass., C. A. A. Parker \$1.50
- Haskell, Daniel Carl, comp.**
Provençal literature and language, including the local history of southern France; a list of references in the New York Public Library. 885p. O '25 N. Y., N. Y. Public Lib. pap. \$3
- Hayakawa, Sessue**
The bandit prince. 312p. front. D [c.'26] N. Y., Macaulay \$2
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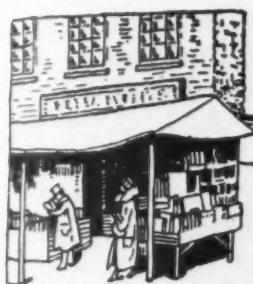
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Old and Rare Books



Edited by Frederick M. Hopkins

"FACTS about Poe" is a research publication of the University of Virginia. It contains authentic facts of Poe's life in an entertaining sketch by Dr. James Southall Wilson, Edgar Allan Poe Professor of English at the University. It also contains seventeen portraits of Poe and a discussion of all known portraits.

THE Manchester *Guardian* in a review of G. B. Ives' new translation of Montaigne's "Essays" published by the Harvard University Press, says that "this monumental and scholarly edition of the essays . . . will supersede for the critical reader all other editions and translations in our language." This was substantially the opinion of the London *Times*, and seems to be the general consensus of worth-while opinion on both sides of the Atlantic.

THE recent acquisition by Dr. George Wyckoff Cummins, of Belvidere, N. J., of rare Revolutionary War material has brought to light the fact that he has a collection of distinction. Dr. Cummins was formerly professor of chemistry at Yale University and has been a collector of rare books, documents and antiques for many years. Dr. Cummins has autograph letters and documents of many of the signers of the Declaration of Independence, of Washington and other generals of the Revolution, and many rare and valuable historical and literary autograph letters and manuscripts of the last century.

THE report comes from London that the first volume of the "Julian" Shelley was published on June 23. The last complete Shelley was edited by Buxton Forman and published in 1880. Since

then a considerable amount of new material in verse and prose has come to light. Over 100 letters are included in this new edition that were not even in the edition edited by Mr. Ingpen in 1907. The new "Julian" Shelley, which is edited by Roger Ingpen and Walter E. Peck, will be memorable not only for its completeness, but for the arrangement of its material, and for its distinctive typography.

"SPECIMENS of Books Printed at Oxford with the Types given to the University by John Fell, who was Born June 23, 1625, and Died July 10, 1686," etc., published by the Clarendon Press, is a volume of special interest for the student of typography. This folio has a double purpose. It is a tribute paid to the memory of Dean Fell in commemoration of the 300th anniversary of his birth; and it collects for students of printing specimens of the types for which Fell and his friends spent more than \$4,000 of their own money in buying for the press. How the types, matrices, and punches dropped out of use in the eighteenth century, how they were practically lost after the removal of the press from the Clarendon Building about a hundred years ago; and how they were discovered by the late Horace Hart, and by him sorted and classified and put to use again is one of the romances of printing.

THE new Scottish National Library at Edinburgh is fast becoming the gathering place of material, historical and literary, that will be of priceless value to the people of Scotland. One of the most recent acquisitions is the Glenriddell manuscripts of Robert Burns. It was in 1913 that these manuscripts, bound in two volumes, came into the possession of John Gribbell of Philadelphia, who presented

them to the Scottish nation. The trust deed appointed the Lord Provosts of Edinburgh and Glasgow and Lord Rosebery trustees, and directed them to intrust the custody of the manuscripts for a period of five years alternately to the corporations of Edinburgh and Glasgow until there should be established a Scottish National Library. Sir Herbert Maxwell, a trustee of the new library, accepted the two volumes from the hands of Sir William Sleight, the Lord Provost of Edinburgh, at a brief but fitting ceremony held a few days ago in the library itself.

THE Boston *Globe* recently published a report of a visit to the home of Emerson, at Concord. The study is almost precisely as the poet left it. The black high backed rocker sits beside the fireplace. Daguerreotypes of family faces are on the mantel over it. On the walls are prints of the Greek philosophers. A bust of Marcus Aurelius stands in one corner. A wooden Buddhist idol is on a mantel. There is a head of Dante. There is a print of John Knox, a gift of Thomas Carlyle. Beside this gift the poet's calendar holds the time back to April, 1882. The page has never been torn off since he last left the room. And there across the whole side of the study stands Emerson's library just as he left it. Faded and broken bindings, some now tied together with string, rich browns now bleached to yellow and white, and worn literally to pieces by much use. Plato is in huge portfolios, tied together. Fletcher's works stand beside Plato. A whole shelf of yellow covered volumes holds the writings of Carlyle. Large space is given to the works of Shakespeare and to books relating to him. The books over-run the study into the room beyond, where the full length portrait of Ellen Emerson, the poet's daughter, seems welcoming all in the simple hospitality that made her so many friends.

SELECTIONS from several consignments of rare Americana, including autographs, broadsides and pamphlets, relating to the Colonial, Revolutionary War, and the early history of the Republic, were sold by Charles F. Heartman, at Metu-

chen, N. J., June 29. A few representative lots and the prices realized were the following: A. L. S. of John Adams, president, 1 pp., 4to, Quincy, August 20, 1798, to Gov. Sumner, \$69; A. L. S. of Benedict Arnold, 1 p., folio, Ticonderoga, October 20, 1776, \$295; John Ballantine's "The Importance of God's Presence with an Army going against the Enemy," 8vo, unbound, Boston, 1756, a rare Crown Point item, \$67.50; Père Emanuel Crespel's "Travels in North America," crown 8vo, wrappers, uncut, London, 1797, \$60; Printed Document Signed, 12mo, September 24, 1756, certifying to the membership of Benjamin Franklin as assemblyman for the city of Philadelphia, \$210; A. L. S. of Frontenac, governor of New France, 1 p., December, 1644, \$210; broadside, 1 p. folio, April 3, 1776, order of Congress, signed by John Hancock, president, \$50; A. L. S. of Lafayette, 4 pp., 4to, Lagrange, November 10, 1828, to Jeremy Bentham, \$125; L. S. of General Zachary Taylor, 4 pp., 4to, Hd. Quarters Army of the South, September 17, 1838, a Florida Indian war letter, \$105; L. S. of General Washington, 4 pp., folio, Verplan's Point, September 23, 1782, to Maj. Generals, William Heath and Henry Knox, an important war letter, \$305; L. S. of Woodrow Wilson, 2 pp., 8vo, Baltimore, February 25, 1896, declining to write an article giving his reasons for opposing woman suffrage, \$50.

Catalogs Received

Americana, anthropology, art, anti-slavery books, association books, bindings, curiosa, fine presses, modern first editions, etc. (No. 8; Items 1021.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Americana and miscellaneous literature. (No. 6.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Autographs and documents. (No. 923; Items 542.) James Tregaskis, 66, Great Russell St., London, W. C. 1, England.

Bibliotheca Americana. (No. 42.) Americus Book Co., Americus, Ga.

Books, engravings, maps, etc. relating to the United States. (No. 483; Items 364.) Francis Edwards, 83a, High St., Marylebone, London, W. 1, England.

Books on Canada, the northwest, Rocky Mountains, California, Mormons, big game hunting, fishing and shooting, natural history, etc. (No. 967; Items 704.) C. F. Libbie & Co., 3 Hamilton Place, Boston, Mass.

China and the Far East. (No. 36.) Arthur Probsthain, 41 Great Russell St., London, W. C. 1, England.

Economics, politics, sociology. (No. 722.) Joseph Baer & Co., Hochstrasse 6, Frankfurt on Main, Germany.

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